

# Why You Need a Magento 2 Certified Developer for Your eCommerce Business

Magento stands out among all the other ecommerce frameworks. Magento is a bundle of the most sophisticated ecommerce solution that offers scalability, flexibility, and extensibility according to a business's needs. If you want to develop an ecommerce website with some dazzling features and a mobile-friendly theme that engages most of your customers, Magento is what you need. It is a perfectly balanced combination of form and function.

According to the Magento, "Magento 2 Certified Solution Specialists have demonstrated a thorough understanding of how to leverage Magento 2 functionality to satisfy ecommerce business goals according to best practices."

You might be an expert in your line of business and offer products and services that are at par or even better than others in the market. However, with the help of a certified developer, you can rule both the 'e' and the 'commerce' of ecommerce. In addition, to stand out from your competition, [only a pro with a Magento 2 certification](#) can give your ecommerce portal the functionality, aesthetics, and automation it needs. Therefore, if you ask why you should have a dedicated Magento 2 certified developer for your online business, a few important reasons are listed below.

## **Not everyone is Magento 2 certified**

For someone to become a Magento certified developer, it requires taking a test to assess and evaluate the level of understanding of Magento 2 development concepts and in implementing and customizing Magento 2. This simply means that if you hire someone with these attributes, you are assured that the success rate will be higher.

## **It is more about where your business stands on Google**

To reach out to a maximum number of customers, you need to create your presence on the internet in a way that is very appealing. A Magento 2 certified professional will design your ecommerce platforms for a

higher ranking in search engines as well as create visibility that brings the audience to your website. Search engine optimization is not something you can achieve after developing the ecommerce platform. Certified professionals are aware that you must keep that in mind once you start building the platform.

**Must read:** [Principles of Product Page UX for eCommerce](#)

### **Fastest solution for your issues**

There is a good chance that things may go south with your ecommerce platform and may require swift actions to return things to normal. A developer possessing a Magento 2 certification would be an asset because they are aware of the code and can debug faster than those who aren't. A Magento 2 certification is like a seal of trust that a developer has a lot of experience and knowledge of what to do to safeguard your online business from intrusion and threats from the outside. The more experienced developer you have maintaining your ecommerce website, the more secure hands you are in.

### **Not just a developer – A researcher, a problem-fixer**

Someone with a Magento 2 certification is not just a developer. To understand the ever-changing dynamics of the ecommerce industry, new trends, new players joining the competition, and the technology updates, a developer needs to stay current with what is happening in the industry. To enhance the user experience or to support you in more conversions, plus to identify and fix errors on the website, a Magento 2 certified professional can make your business stand out in a cluttered world.

### **Risks mitigation**

Magento 2 certified professionals are aware of the possible loopholes and the potential threats that may compromise your business data and other vital information. Magento 2 has great security features, but it still needs the watchful eye of a professional who knows the way it works. They know how to deter any malicious threats and safeguard the integrity of the platform.

If you are looking for a certified [Magento 2 development services](#) to handle your ecommerce website or in integrating extensions/functionalities that enhance conversions, talk to us. We are all ears.